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A Media Campaign to Increase Awareness and Prevention of Human Trafficking in Asia:

Background Strategies and Outcome Evaluation of the MTV EXIT Campaign

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ABSTRACT

In 2006, MTV and USAID launched, "MTV EXIT (End Exploitation and Trafficking)," a multi-media, multi-platform awareness and prevention campaign against human trafficking that has reached over 20 million people in 21 countries in the Asia Pacific. This paper describes the campaign background, design and message strategies and the outcome evaluation of the MTV EXIT documentaries, which were developed to build knowledge and influence attitude and behavior of the target audience on human trafficking. Both quantitative and qualitative research methods were employed for the outcome evaluation in six selected countries: China, India, Indonesia, Japan, Philippines and Thailand. Quantitative data was collected before and after documentary exposure through surveys using online access panel while qualitative data was gathered from focus groups. The Mind-Set Barometer, an indicator in which knowledge, attitude and behavior measures were weighted and incorporated into a composite score, was used in quantitative evaluation to measure the effects of campaign exposure. While some variations could be observed, the Mind-Set Barometer scores increased across all sites during the post surveys, showing positive effects of documentary exposure among research participants. The qualitative research provided key insights that the MTV EXIT documentaries had great potential in raising awareness about the issue, but should include stronger call to action to engage audience. This paper calls for the anti-trafficking community to conduct rigorous campaign evaluation to assess outcomes, impacts and values of their communication activities. It also advocates that media campaigns can be effective tools in creating awareness and increasing prevention of human trafficking.

A Media Campaign to Increase Awareness and Prevention of Human Trafficking in Asia: Background Strategies and Outcome Evaluation of the MTV EXIT Campaign

Introduction

Human trafficking is a growing phenomenon in which human beings are bought and sold for profits through forced prostitution, bonded labor and involuntary domestic servitude (Department of State, 2010). The United Nation's International Labor Organization (2006) estimates that there are currently about 2.5 million people who are victims of trafficking and over half of these people are located in Asia and the Pacific. Other estimates range from 4 million to 27 million (Department of State, 2008). The magnitude of human trafficking is tremendous as traffickers make over US\$32 billion every year (ILO, 2005) and it is the second most profitable criminal activity in the world after illegal drugs trafficking (Belser, 2005). The United States of America led the world stage by passing a sweeping legislation called the Trafficking Victims Protection Act (TVPA) in 2000, influencing the United Nations to subsequently introduced "The Protocol to Prevent, Suppress, and Punish Trafficking in Persons" in 2003. This measure was gradually adopted globally, expanding the international efforts to battle human trafficking (DeStefano, 2008; Miko, 2004; Stolz, 2007). Despite a collective consensus on the problem and the need for policy response, there is still much tension among the anti-trafficking community over the definitions of human trafficking, the scope and scale of the problem and how it should be solved (Gulati, 2010).

Most of the literature on human trafficking has focused on the horrific narratives (Farr 2004; Kangaspunta 2003; Kligman and Limoncelli 2005), the magnitude of the problem (Raymond and Hughes 2001; Weitzer 2007; Zhang 2007), and examining the root causes and actions taken to address the problem (Friman and Reich 2007; Gallagher 2006). There is still a

paucity of research that analyzes the communication campaign efforts taken by the anti-trafficking community to inform and encourage public participation to tackle this problem.

Awareness of human trafficking remains low, as evidenced by a research study in Thailand, China, India and Japan where, on average, less than 40% of the respondents are familiar with this crime (TNS, 2009). Youths from low to middle socioeconomic classes are often the most vulnerable as they have a strong desire to travel abroad for further education or seek career opportunities (TNS, 2009). Human traffickers prey upon their dreams and aspiration for a better life and eventually trick them into forced labor or prostitution. Given the troubling data on the widespread problem of human trafficking, anti-trafficking organizations play a major role in raising awareness and increasing prevention of this modern form of slavery. Their communication efforts often involve informing at-risk populations to be cautious about the opportunities presented to them, and motivate the public to report potential trafficking incidents within their community to the authorities.

Communication campaigns remain one of the most popular tools in promoting health and social change issues (Salmon and Atkin, 2003), and they aim to produce specific goals, outcomes and impacts by targeting a sizable number of people within a particular timeframe through a series of activities via communication and media channels (Rogers and Storey, 1987). Campaigns are designed to increase public knowledge, change behavior and attitudes on issues such as HIV/AIDS, drug abuse, drunk-driving and environmental protection. With studies confirming that an increasing number of people around the world are spending more hours each day surfing the internet (Reinberg, 2010 & Synovate, 2009), this online media becomes a dominant and influential catalyst in shaping the public's views on health and social issues

(Croteau & Hoynes, 1997). Some studies, such as that by Snyder (2001) which covers 48 health promotion campaigns, discovers that health campaigns can trigger a modest 7-10% effects on behavioral change. More recent research by Noar, Palmgreen, Chabot, Dobransky and Zimmerman (2009), which includes a 10-year systematic review of 34 HIV/AIDS mass communication campaigns, further confirms that 80% of media campaigns with stronger outcome evaluation designs demonstrate positive effects in changing the target's behavioral intentions in using condoms, getting tested for HIV and reducing sexual partners. It is encouraging to note that health campaigns in the post-millennium have adopted better techniques that lead to increased knowledge and behavioral change. Therefore, health campaigns are becoming a clear instrument to inform and persuade people to learn more about issues such as human trafficking.

The challenges to promote public awareness on human trafficking persist. Unlike the issue of HIV/AIDS, which was swiftly brought into the world's attention because of its visible and devastating impact on the loss of human life since the 1980s, human trafficking is still relatively unknown to the public due to the underground nature of its criminal activity. Despite some progress in the introduction of legislative framework and national policy across the world, over 62 countries have not recorded a single conviction (UNODC, 2009). There is also inconsistent statistical data which can accurately outline the scope and scale and identify different forms of trafficking (UNODC, 2009). The insufficient data and the novelty of this problem have contributed to incoherent and ineffective efforts by government and civil society organizations to inform the public and prevent them from becoming victims to this crime. Nevertheless, 80% of the UN members currently enact anti-trafficking laws in their countries. After much apathy and ignorance, the world is now focusing its attention and resources to

eradicate this modern-day slavery (UNODC, 2009). The tremendous adoption of anti-slavery legislation over a short time span calls for an urgent need to understand how existing anti-trafficking organizations are communicating their campaign messages to the various segments of the public. While a few content analysis on human trafficking news have been published over the past year (Denton, 2010; Gulati, 2010; Wallinger, 2010), there has not been a comprehensive review on the representation of communication campaigns against human trafficking. This is not surprising considering many anti-human trafficking campaigns have only recently taken place and research studies on their effectiveness and impacts may be in its initial development. This paper will therefore provide a case study of how the human trafficking problem is being addressed to the public through an MTV EXIT Campaign in Asia and how the campaign outcomes are evaluated through quantitative and qualitative research methods.

Background of the MTV EXIT Campaign in Asia

Given the disturbing data on the widespread problem of human trafficking in Asia, there is an urgent need to create large-scale media campaigning efforts that raise awareness and increase prevention of human trafficking. In September 2006, MTV Europe Foundation, MTV Networks in Asia and the Pacific, and United States Agency for International Development (USAID) formed an alliance to launch an initiative to combat human trafficking in Asia – specifically with the production and implementation of a multi-media, multi-platform awareness and prevention campaign focusing on youth. The campaign, branded MTV EXIT (End Exploitation and Trafficking), was an expansion of the successful initiative that MTV had been implementing in Europe since 2004. The initiative in Asia was designed to innovatively disseminate trafficking awareness and prevention information through a variety of medium and channels; the main elements of which are On Air, On the Ground and Online. The MTV EXIT Campaign is the

most comprehensive anti-human trafficking media effort in Asia, reaching over 20 million people in 21 countries by 2009.

Due to the diversity both culturally and in respect to the trafficking issue across Asia, MTV refined the design of the campaign to fully embrace the concept of Think Global, Act Local. Based on lessons learned from The MTV Staying Alive Campaign (Geary, et. al., 2005), MTVEF understood that through broadcast on MTV and national terrestrial broadcasters, and distribution through local organizations, anti-trafficking messages would be seen by youth and adults from different areas. The campaign was therefore divided into the 2 sub-regions of South Asia and Asia-Pacific with dedicated communication materials and outputs being produced for each region.

MTV further worked with local groups in each country to access local knowledge and gain an acute understanding of the human trafficking situation on the ground and then included tailored and localized messages for different audience groups in each country. Our target audience were segmented into three groups: (1) young people from at-risk communities who should be aware of the issue, seek safe migration, as well as take an active interest in the lives of their neighbors and classmates to ensure that they also understand the risks, (2) people who were not at risk of being trafficked but did represent the demand that underlies trafficking; and (3) general audience, including opinion and peer leaders, who would receive general awareness information to inspire them to take action against human trafficking.

With this background in mind, MTV EXIT's overarching aim is to utilize and maximize the power of MTV's network and brand to educate and inform people, especially youth, on human trafficking. The campaign objectives are (1) to create awareness and increase prevention of

human trafficking among young people across the Asia region, chiefly through the production and broadcast of special programming, (2) to inspire young people to get involved and take action to address human trafficking issues, and (3) to support anti-human trafficking organizations with communication tools to promote the issue more effectively.

MTV EXIT's On Air Programming

MTV determines that the cornerstone of any multi-media campaign that targets youth audience must be the production, broadcast, and distribution of programs in a manner that is interesting, entertaining, stimulating, substantive, and accurate. Due to the success and positive reception of the Global HIV/AIDS Campaign and the anti-human trafficking campaign in Europe, MTV EXIT produced the following program formats for the Asia Campaign. These formats were:

Documentary: Flagship celebrity-hosted documentary program to launch the initiative. The program introduced and explained the issue to young people across Asia through the real stories of young people whom they could relate. Two documentaries were produced for each sub-region, *Traffic* for Asia and the Pacific and *Sold* for South Asia.

Drama films: A stark, stylish Manga (Japanese animation style) film *Intersection* that examined five intersecting stories that formed one coherent narrative on sex trafficking in Asia. Different versions of the animation were produced in local languages with voices by local celebrities.

Public Service Announcements/Music Videos: The following 30 to 60-second creative promos were produced: *Fake Ads* (potential victims prevention), *Sunita Multi-Purpose* (domestic servitude demand) and *Deal of the Decade* (forced labor demand). In addition, two full length music videos were made, *Radiohead's All I Need* (labor trafficking demand) and *The Killers' Goodnight Travel Well* (sex trafficking demand).

Components of the MTV EXIT Campaign in Asia

ON AIR

- **Documentary:** MTV EXIT's flagship programming includes two 24-minute documentaries. *Traffic* and *Sold* address the issue of human trafficking in Asia-Pacific and South Asia respectively and are presented by 14 international and local celebrities including Lucy Liu, Lara Dutta (India), Rain (Korea), and Tata Young (Thailand).
- **Drama:** MTV EXIT's innovative approach to drama includes an animation *Intersection*. Produced in Korea for the Asia-Pacific region and voiced by local celebrities, the program is launched in 2009. A feature film is currently in production in India for the South Asia region.
- **Public Service Announcements (PSAs)/Music Videos:** PSAs produced and aired locally in Asia while two music videos were launched globally across MTV International Networks. In 2008, Radiohead collaborated with MTV EXIT to produce *All I Need* to promote the issue of child labor. In 2009, *Goodnight, Travel Well* a track from The Killers' Day and Age was created to raise an awareness on human trafficking for sexual exploitation.
- **Event Programming:** Series of live event programs from MTV EXIT's events including Placebo Live at Angkor Wat, The Click Five Live in Cambodia, MTV EXIT Live in Bangkok and MTV EXIT Live in Manila.



ON THE GROUND

- **MTV EXIT LIVE Concerts:** Production of multiple awareness raising concerts across Asia featuring local and international artists including Placebo and The Click Five. The current event tour in Asia recently included a series of concerts across Cambodia, the highlight being the first-ever rock concert held at the iconic Angkor Wat. In 2009, events are planned in the Philippines, Indonesia, Taiwan and Nepal.
- **Anti-Human Trafficking Organizations:** MTV EXIT programming and anti-human trafficking information has been distributed to hundreds of anti-trafficking organizations fighting slavery on-the-ground. The programming continues to be used to educate at-risk communities as well as in training of police officers, border guards and the judiciary.

ONLINE

- **mtvexit.org:** A 26-language anti-trafficking awareness and prevention website. Includes streaming and downloads of programming, safe migration advice, information on trafficking and links to local anti-trafficking organizations and help lines. All MTV EXIT's videos can also be downloaded and distributed free-of-charge.
- **Social Networking and Video Sharing:** MTV EXIT has profiles on the most popular social networking and video sharing sites internationally including Facebook, MySpace, Twitter, and YouTube. Through these sites MTV EXIT is sharing anti-trafficking information as well as building a network of people committed to ending exploitation and trafficking.

Event Programming: Series of live event programs that included performances by artists at MTV EXIT Live Concert Tours in countries such as Cambodia, Bangkok and Philippines. Anti-human trafficking messages, including victim stories, prevention information and hotline numbers were featured prominently in between the music performances.

All programs were broadcast on MTV channels and distributed rights free and free of charge to any non-MTV broadcaster worldwide. MTV EXIT's On Air Programs were broadcast for more than 4,400 times in 21 markets and reached at least 11.8 million people in Asia. Due to the absence of ratings service from majority of local MTV and terrestrial channels in key populous countries such as China, Cambodia, Thailand, Philippines and Vietnam, the real number of audience reach could be significantly higher.

Campaign Strategies: Message Design

This paper focuses on the strategies of message design *Traffic* and *Sold*. The challenge in producing the documentary was choosing the relevant types of stories that would be featured as a common narrative across all programming. The message had to portray the most prevalent forms of trafficking among young people from MTV's 15-30 year-old demographic as well as maintaining geographic diversity of stories in Asia. For example, the documentary had to have relevant content for different audience segments from geographically and socially diverse areas in Japan, China, Indonesia, Thailand and Australia amongst others.

Over the initial period, literature reviews, and meetings and discussions with anti-trafficking experts across Asia and the Pacific informed us the prevalent forms of trafficking and their geographic relevance. Once this information had been compiled, MTV then cross-

referenced this information across the region. It was determined that the following three forms of trafficking and victim characters would be sought to take part in each documentary: (1) sexual exploitation and forced prostitution (female victim), labor exploitation (male victim) and forced domestic servitude (female victim).

The geographic locations where trafficking incidents took place were covered in the individual documentary sections for South Asia and the Asia Pacific. The other characters that the documentaries sought to cover were; a trafficker, a brothel user, an anti-trafficking police officer, and a social worker. Through the depositions of these characters, the programs would construct the trafficking chain to show its prevalence, complexity, and geographic diversity in a strong and coherent manner.

The next important factor involved in the pre-production of the documentaries and indeed all the programming was the messaging that would appear across all of the programs. It was very clear upon embarking on the project in Asia that the diversity of the audiences, specifically on an economic level, required that multiple different messages were needed to each show. Aside from the Public Service Announcements (PSAs), which would be produced on a more localized level with specific messages, the pan sub-regional documentaries needed to speak to audience from affluent background in developed economies as well as to less affluent audience in less developed economies. The following messaging areas and audience were targeted through the MTV EXIT programming.

Potential Victims Prevention: Target audience was young, economically impoverished women and men from areas where there were little opportunities and had a desire to improve their life by seeking economic migration. Whether they are trafficked for sexual exploitation,

labor exploitation or domestic servitude, victims generally all share the same desires. Different techniques are used to traffic people. These include false employment agents offering work in various industries, friends and relatives (people who the victims generally trust). Different things are used to lure victims – jobs as waitresses, maids, receptionists, models and etc. The message for this area focuses on safe migration; conduct a thorough research before traveling for work or pleasure. If an opportunity sounds too good to be true, it might be. Traffickers are good at what they do; it is a big business, therefore, their techniques are effective – be very careful who you trust.

General Awareness and Prevention: MTV's core audience of urban, educated, affluent people – the future societal opinion leaders is the second target. This can focus on all or one specific type of trafficking. Make people generally aware of what trafficking is, how it happens, who is affected, who is responsible, what part we all play, our responsibility, and that we can be involved in the lives of victims. Make the connection between the audience and victims of trafficking. Generic messages that this is an issue we play a part in and therefore we have a responsibility to fight against. Get involved in our friends lives to make sure they are not trafficked. Get involved in the issue and ensure our government is doing enough to fight trafficking.

Sex Trafficking Demand: Men who are current users of prostitution and potential users of prostitution are the third target. Debunk the myth that all prostitutes are there voluntarily. This is an anti-forced prostitution message. Trafficked victims are being forced to be prostitutes; they do not have freedom of choice and receive little or no payment. The demand for prostitution from men has a connection to the trafficking of women for sexual exploitation. The message will

make men understand that if they are paying for sex, they might be complicit in human trafficking if the women are forced into it.

Labor Trafficking Demand: Consumers of products that may have been produced by slave labor are the fourth target. Generic messages to state that we as consumers play a role in trafficking. Consuming is not a bad thing – however, our demand for cheaper products inevitably leads to criminals exploiting and trafficking people to produce those products in slave-like conditions. Make the connection between MTV’s youth audience and the issue. The message in this section is responsible consumption and ensure that the products you buy are not being produced by exploited and trafficked labor. Make sure your government is working to protect workers’ rights and fight against trafficking.

Domestic Servitude Demand: The target for this section is people that are employing maids, people that live in areas where maids are common and abusers of maids. Generic messages that state those working as maids, whether they are migrant or local deserve respect and good working conditions. Make people aware that families are abusing their maids – forcing them to work up to 20 hours a day with no days off, being locked inside, being physically abused, receive little or no payment. This issue is hidden behind closed doors. The message in the section includes encouraging viewers to report people that are treating their maids unfairly.

Production for *Traffic* and *Sold* began in early 2007 after these 5 message areas were finalized. *Traffic* was made in 13 language versions with Lucy Liu voicing an English version and popular local celebrities such as Rain, Tata Young and Karen Mok hosting other languages. Told through the stories of real people, the show features Anna, trafficked and forced into prostitution in the Philippines; Eka, an Indonesian woman trafficked into forced domestic servitude in Singapore; and Min Aung, from Burma, trafficked to Thailand and imprisoned for

2 years in a shrimp processing factory. Their harrowing stories are told alongside other people in the trafficking chain, including a trafficker who has been forcing girls into prostitution for over 20 years, a young man who pays for sex, an anti-trafficking police officer, and a woman who runs a shelter for abused victims. The film gives an insight into the realities of trafficking, addresses the part we all play in the issue, and provides information on how to protect ourselves as well as what we can do to help end exploitation and trafficking.

Sold was produced in four language versions (e.g., English, Nepali and Hindi) and each with a local celebrity such as Lara Dutta, Miss Universe 2000, an acclaimed Indian actress and a UN Ambassador of Goodwill. The program introduces the tragedy of trafficking in South Asia where thousands of young girls and boys are sold into modern-day slavery. It features Pramila, an 18 year old girl who was trafficked from Nepal to a brothel in Delhi; Afsana, a 16 year old who was trafficked from her village in Bangladesh into forced domestic servitude in Calcutta; and Zakir, who was just 11 when he was trafficked by his aunt into a Zari factory in India. Their stories are told alongside those of other people from the trafficking chain - including a middleman who preys on young women in Mumbai before selling them into brothels, a Zari factory owner who has witnessed trafficking and exploitation, and an inspirational trafficking survivor, Gita, who now works as a border guard looking out for potential victims and traffickers. *Sold* provides a compelling look into this dark, inhuman, and exploitative world and shows how each one of us can help to prevent modern-day slavery.

Distribution

Traffic was broadcast in 17 Asia Pacific markets (Australia, Cambodia, China, East Timor, Hong Kong, Indonesia, Japan, Lao PDR, Malaysia, Mongolia, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam) through 23 MTV and Free-to-Air channels. It was aired

94 times between September 2007 and January 2010 and was estimated to reach at least 2 million people. This reach was aggregated from only 9 broadcasters as the remaining 14 broadcasters did not have ratings service that could estimate the number of audience reach.

Table of markets, broadcasters, frequency and reach for Traffic and Sold from Sep 07 to Jan 10				
Programs (Celebrity)	Markets	Broadcasters	Frequency	Reach
Traffic (Lucy Liu)	Australia	MTV Australia	1	19,172
Traffic (Phyu Phyu)	Myanmar	MRTV4	2	no data
Traffic (Preap Sovath)	Cambodia	CTN	3	no data
Traffic (Karen Mok)	China	MTV China	2	no data
Traffic (Tetun)	East Timor	TVTL	4	no data
Traffic (Lucy Liu)	Hong Kong	MTV Asia, Asia TV & CTV	10	no data
Traffic (Krisdayanti)	Indonesia	Global TV	1	1,409,000
Traffic (Verbal)	Japan	MTV Japan	4	55,650
Traffic (Verbal)	Japan	CATV	12	no data
Traffic (Kai of Overdance)	Laos	Lao Star	9	no data
Traffic (Lucy Liu)	Malaysia	MTV Asia, NTV7 & 8TV	10	400,000
Traffic (D. Bold)	Mongolia	C1	3	324,000
Traffic (Christian Bautista)	Philippines	MTV Philippines	9	no data
Traffic (Lucy Liu)	Singapore	MTV Asia	7	23,980
Traffic (Rain)	South Korea	MTV Korea	3	31,200
Traffic (Karen Mok)	Taiwan	MTV Taiwan & Beautiful TV	5	no data
Traffic (Tata Young)	Thailand	MTV Thailand	4	no data
Traffic (Ha Anh Tuan)	Vietnam	VTV6	5	no data
<i>Traffic subtotal</i>	<i>17</i>	<i>23</i>	<i>94</i>	<i>2,263,002*</i>
Sold (Lara Dutta)	India	Mizorum	1	300,000
Sold (Lara Dutta)	India	CNBC TV19	2	no data
Sold (Lara Dutta)	India	MTV India & VH1	9	434,000
Sold (Malvika Subba)	Nepal	Kantipur TV	3	150,000
Sold (Malvika Subba)	Nepal	Nepal TV & Image Channel	5	no data
Sold (Lara Dutta)	Pakistan	MTV Pakistan	1	120,000
Sold (Kumar Sangakara)	Sri Lanka	Rupavahini	1	no data
<i>Sold subtotal</i>	<i>4</i>	<i>9</i>	<i>22</i>	<i>1,004,000**</i>
TOTAL	21	32	116	3,267,002***

*Traffic each was compiled from 29 airings of 9 broadcasters in 7 Asia Pacific markets.

** Sold reach was calculated from 5 airings of 3 broadcasters in 3 South Asia markets.

*** Total reach was the sum of audience reach from Traffic and Sold, from 34 airings of 11 broadcasters in 10 markets.

Sold was broadcast for 22 times on 9 MTV and terrestrial channels in 4 countries; India, Nepal, Pakistan and Sri Lanka during the period from September 2007 to September 2010. It was estimated to reach at least 1 million people. Once again, due to the absence of television ratings

service in many markets, audience reach was calculated from only 5 airings of 3 broadcasters in South Asia.

Approximately 3,000 DVD copies of *Traffic* and *Sold* were subsequently distributed to over 200 anti-trafficking organizations in Asia. Both programs were used in awareness events, outreach activities, film festivals, trainings, workshops and conferences and reached almost 155,000 people.

Outcome Evaluation for the MTV EXIT Documentary

Traffic, the documentary for Asia Pacific and *Sold*, the documentary for South Asia were tested to measure effects from exposure. Both programs were produced as education and awareness raising tools and could also be used by anti-trafficking organizations in conjunction with other outreach activities to enhance changes in attitudes and behavior among the target groups.

While the research design called for testing Knowledge, Attitude and Behavior, it should be acknowledged that the 24-minute documentary was only tested in one viewing. Hence, the changes in attitudes and behaviors were expected to be limited. Altering beliefs, attitudes and behaviors typically requires an ecological approach of interventions such as policy changes, community-based participation, classroom training and peer education. However, since reducing human trafficking is ultimately dependent on attitudinal and behavior change, it is important to test the documentary against all these measures. When *Traffic* and *Sold* stood alone throughout this testing period, they were most successful at raising awareness of the issue and increasing knowledge of human trafficking.

An on-line quantitative evaluation and qualitative research were carried out accordingly in 6 selected countries including; Quantitative using on-line in Thailand, China, India and Japan; Qualitative using focus groups in Thailand, India, Philippines and Indonesia.

Research Objectives

The objectives of the quantitative research in this study were to determine key outcomes of the documentary across countries in terms of developing knowledge, changing attitudes and influencing behavior and to gain an insight into the perceived effectiveness of the documentary across different countries.

The objectives of the qualitative study were to uncover general attitudes towards human trafficking, gain reactive insights toward MTV's involvement on this issue and obtain feedback on the documentary materials.

Research Participants

Participants in the online survey (quantitative study) were affluent young men and women, age 18-30, attending school or employed, watched MTV (or other music channel) at least occasionally and had bought cheap goods in the past month such as (DVDs, clothes, jewelry etc.). For focus groups (qualitative study), at-risk young women and men were selected. They were 18-25 years old, unemployed and not attending school, have the desire to improve their lives and/or the lives of their families through economic migration and pushed by poverty or political and social instability to move. The focus groups in Indonesia and the Philippines also included former victims. These participants had experienced trafficking and were recruited into the study with the help of the International Organization of Migration and Visayan Forum Foundation, respectively.

Quantitative Study Design

Online survey using online access panel with pre and post survey format was used in four countries (Thailand, China, India and Japan). The online approach was adopted as the market research firm that carried out this study suggested it would be challenging to get legal approval for field study on this topic in China. Human trafficking is also a sensitive topic and online survey is a better approach to obtain responses with less social desirability. In the pre-stage, a baseline survey was carried out for knowledge, attitude and behavior (KAB). Apart from India, respondents were given link to watch the documentary online. The post survey took place one week after they were instructed to view the documentary. In India, DVDs were sent out to respondents due to most panel members having low internet speed. Respondents had to respond to the same KAB questions to measure the intervention outcomes. Respondents who did not pay attention to the documentary most of the time were screened out during the post stage. To ensure comparability, only respondents who completed both the pre and post stage were included for this analysis.

The eventual sample size for each country was: Thailand n=95, China n=107, India =57 and Japan n=102.

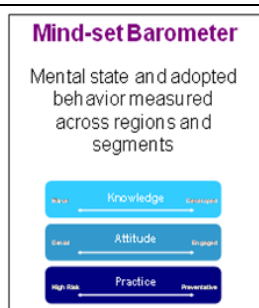
A major challenge for MTV was to show how the documentary affected knowledge building as well as attitude and behavior change. It was expected that exposure to the documentary should significantly increase the respondents' knowledge on human trafficking, but limited effects on attitude and behavior. Multiple exposure to other MTV EXIT content such as PSAs, live concert programs, music videos, website and on the ground events could collectively create more significant effects on attitude and behavioral change, both in terms of preventing and

taking action against human trafficking. This study was conducted when only Traffic and Sold programs were available; the results should therefore represent the effects of the documentary program, not the entire MTV EXIT Campaign, on the audience.

Quantitative Study Measures

MTV commissioned TNS, a global marketing research agency to measure the outcomes of the documentary. The Mind-set Barometer, which aggregated numeric scores of knowledge, attitude and behavior intention items into a composite index, was used.

The mind-set Barometer is a KAB-based indicator in which knowledge, attitude and behavior intention measures are incorporated to form a one-number index. This indicator helps to evaluate behavioral change outcomes and is ideal for monitoring purposes.



Based on input from a workshop with MTV and participants from the anti-trafficking organizations, a number of key questions were formulated around the KAB for the Mind-set Barometer. Each question addresses a specific

knowledge, attitude or behavioral intention topic. Questions with multiple choice answers such as what is human trafficking, where does it take place, what is the underlying cause, who is at risk, and how do people end up as victims were used to measure knowledge. For attitude items, respondents were asked to rate the following statements on the four-scale level of agreement (don't agree at all to agree completely): most people don't want to talk about human trafficking, people who end up being trafficked did so by their own choice, if trafficking victims were poor to start with, at least now they have a job, people I know would say trafficked people deserve what they get, most people don't really care about human trafficking. Questions with multiple choice answers to measure the level of compliance on the following topics were asked for

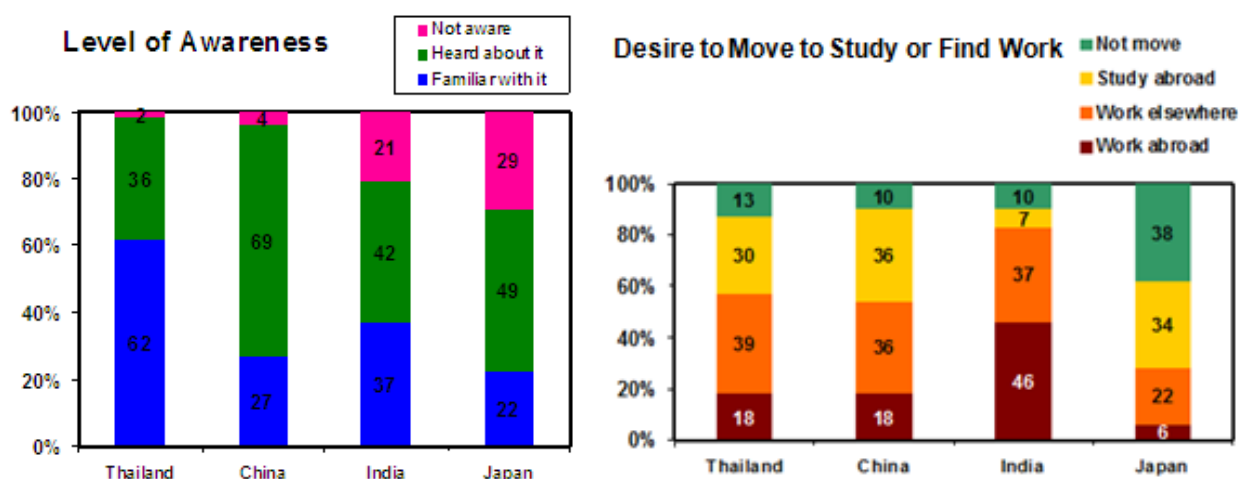
behavioral intention: reporting suspect human trafficking activities, find out information about human trafficking, ethical buying, seek independent advice about an overseas job, and educate friends that some prostitutes are trafficking victims.

Results from the KAB items are converted into a weighted 0-200 barometer score, where knowledge, attitude and behavioral intention are weighted by 25%, 25% and 50% respectively. More weight was given to behavioral intention as MTV was most interested to learn about the level of behavior change from the documentaries. The lower barometer score implied that the respondent had low level of knowledge, negative attitude and high risk behavior whereas the higher score implied the respondent had desired knowledge, engaged attitude and preventative behavior.

Respondents are also divided into three groups in the Mind-set Distribution chart based on their developmental stage: high risk, moderate risk and low risk. High risk group has neither the desired knowledge nor behavior in place and sometimes also not supported by desired attitude. Moderate risk group may have some desired behavior but it is not supported by knowledge and/or attitude. Or knowledge is present but attitude is still absent. Low risk group has the required knowledge and are building towards behavioral change with support of knowledge and desired attitude. Based on the results of this Mind-set Barometer and Mind-set Distribution, MTV can plan different strategies for different countries. For example, countries with more high risk population would require more education to build knowledge. Countries with more moderate risk would require follow-up activities that reinforce behavior change while areas with most low risk can be identified as model region to develop leaders to mobilize and build a movement against human trafficking.

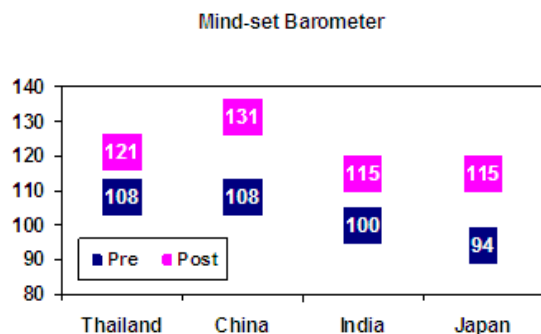
Apart from the Mind-set Barometer, other variables such as awareness about human trafficking, desire to travel abroad, sources of human trafficking knowledge, media consumption and demographics such as gender, age, level of education and employment status were measured.

Results and Discussion

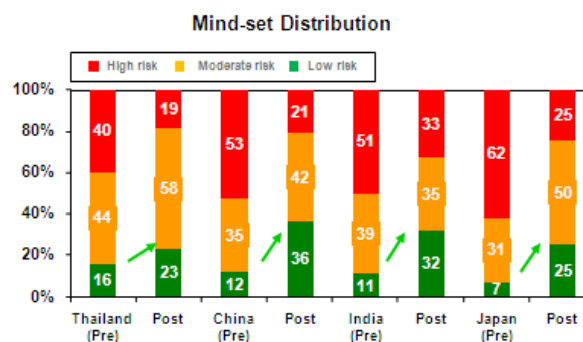


Before watching the documentary, most respondents had at least heard about human trafficking. However, apart from Thailand, most were not familiar with the issue. There was a wide range of sources of information, dominated by news reports. Number of sources for the average person was higher for Thailand and China with more people having accessed information via the internet, newspapers and magazines. Both India and Japan had a large proportion of people who were unaware, which might be a reflection of lack of information on the subject in the media.

In all countries there was a strong desire to migrate for work or study. In Japan it was a bit lower, with 38% in this category. Other three developing nations had about 90% of people who would like to migrate.



This chart illustrates the overall mind-set barometer scores in each country



This chart demonstrates the effects the documentary had on each of the *high risk*, *moderate risk*, and *low risk* groups.

For Thailand, there was a shift in Mind-set Barometer score from 108 to 121. The documentary did a good job of raising awareness, even though in Thailand awareness was already quite high. Attitude was an issue in Thailand with a significant amount of denial and apathy, even after watching the documentary. However, the documentary tended to do a good job of creating more empathy for the victims and reducing discrimination. Ethical buying was a hard sell and this message had not come across. However, “educate friends that some prostitutes are trafficking victims”, and “report human trafficking” appeared to be positive triggers that the documentary had affected. A critical issue in Thailand is the lack of information beyond the documentary. Apart from television, other media such as books and films should be considered as media channels. However, as Thailand works to combat exploitation and trafficking throughout the country, knowledge building through media must be supplemented by efforts in other areas, from civil society and governmental agencies.

For China, the shift in Mind-set Barometer was from 108 to 131. The shift was homogenous across age and gender groups. Awareness in China was somewhat lower compared to Thailand and the documentary did a very significant job in raising awareness especially in terms of knowing that human trafficking is a form of slavery. Knowing that anyone is at risk

remained low and most did not see the risks in daily life. The documentary had moderate impacts on attitudes across almost all elements. However, whilst there was some positive shift, denial and apathy remained high even after watching the documentary. The documentary did a good job of creating more empathy for the victims and reducing discrimination. The most critical issue in China would most likely be the availability of anti-trafficking information beyond the documentary as information seeking on human trafficking should be high. Local NGOs and hotline information in the local language must be more visible. Books, internet and film are all alternative media to consider in apart from television.

For India, scores of the Mind-set Barometer increased from 100 to 115. The shift tended to be lower for younger females. Awareness in India was significantly lower compared to Thailand and China and the documentary increased awareness across all knowledge aspects except that trafficking is slavery. However, compared to the other countries awareness remained lower in India, which meant there was room to increase knowledge even further. In terms of attitudes, India had the lowest score compared to the other countries. As in Thailand, the documentary has positive impact on creating more empathy and lessening discrimination. However, attitudes were still alarmingly low across the board and denial and apathy were highest amongst them. Ethical buying message had come across to some extent. “Educate friends that some prostitutes are trafficking victims” and “report human trafficking” had both seen a positive shift after watching the documentary. Whilst the documentary itself appeared to be hitting home, changing attitudes was the biggest challenge in India. This might stemmed from initial lack of awareness. Increasing exposure on campaign programs will be important to ensure that message has time to sink in. Television is the dominant media in India and they also have the highest level

of television watching so this should be considered as the main media to use. TV could be complimented with internet for the demand group.

For Japan, the Mind-set Barometer increased from 94 to 115. The shift was lower for young females. Some 29% of respondents in Japan had never heard of human trafficking. However, the documentary did raise more awareness. The issue that people were still grappling with was that demand was the underlying factor of human trafficking. Japanese, as people in a developed country, might have more difficulty in seeing a connection, as there were no characters or events in the documentary that took place in Japan. Attitudes were polarized in Japan. On the one hand, there was a strong sentiment not to discriminate against victims and there was a strong sense of empathy with them. However, denial and apathy were high as well as the level of prejudice that ‘victims at least have a job.’ The documentary had very limited impact on changing attitudes in Japan mainly because empathy and non-discrimination was already strong. In terms of behavior, there was some degree of soul searching after watching the documentary, mainly to do with “educate friends that some prostitutes are trafficking victims” and “reporting human trafficking”. The most critical issue in Japan was the potential prejudice attitude that existed and how to overcome and change this. It was clear that respondents might not fully trust what was communicated in the documentary; therefore a different message that targeted Japanese audience was needed. Television was also the dominant media in Japan with other media having limited reach.

Qualitative Study Design

12 focus groups with 6-8 people in each group were conducted in Thailand, India, Philippines and Indonesia. Participants were selected from groups that reflected at risk, demand, and former victims. The following countries were included with one major metropolitan area covered for the demand group and one sub regional area for at

Country	At Risk group	Demand group	Victim group
Thailand	2	-	-
India	2	-	-
Indonesia	1	2	1
Philippines	1	2	1

risk groups. The number in the table indicated the number of focus groups that were conducted. While 2 focus groups should be conducted in each category for more accurate findings, it should be noted that due to budget constraints and limited timeframe, only one focus group was conducted in Indonesia and Philippines for at risk group and victim group categories.

A moderator started each focus group by introducing the research study and asking participants about their aims of life, job expectations, awareness and attitudes toward human trafficking. Participants were then shown Traffic (Thailand, Indonesia and Philippines) or Sold (India). They were then asked to discuss their reaction of the documentary which included message take-out, comprehension of the message, realism of stories, potential impacts on their attitudes and behavior related to human trafficking and their perception on MTV's involvement in this issue.

Qualitative Results and Discussion

Thailand (at risk): People at risk normally found jobs via recruitment agencies or via family and friends. Some of the participants had experienced being tricked by an agent. However, with competitive job markets, they still had to take risks to find work. There was a need to educate these people about how to use recruitment agencies in a safe manner. Not all recruitment

agencies were linked to human trafficking rings so knowing how to verify a job opportunity was a key learning aspect. The documentary helped to raise the alarm but more prominent information was also needed. Many Thais believe that they are not at risk of human trafficking. There was a false sense of security and they did not think that it could happen to them. This represented an attitude of denial. The documentary had a positive impact in that it could break through the 'denial' barrier and made people realize that they might be at risk. By showing the connection between bogus agents and what happen to victims people were not able to understand the cunning nature of human trafficking and that it could happen to anyone if they were not careful. MTV EXIT documentary helped to create strong impact on awareness, attitude and behavior. Apart from showing the documentary on MTV, the program could also be shown in other outlets including national television. MTV needed to find ways not only to educate people about human trafficking but to also provide reliable information sources. Whilst people should be made aware of the risks, knowing how to safely apply for an overseas job was just as important as many would find themselves without much choice.

India (at risk): Although the at-risk groups were aware of the existence of human trafficking, they did not initially fully realize the extent of the risk that they were facing. After watching the documentary, they knew it was not only women or rural people who were at risk of human trafficking. They now had a better sense of precautions that they needed to take with respect to the credentials of job agents. They had a sense that there were social service organizations that they could go to in order to report incidents of human trafficking. However, they would like to see the contact details to come out more prominently in the documentary - a call for action. They would like to know how they could help to prevent human trafficking to the best of their ability. The documentary made them sympathize with the victims and they were

eager to take steps to put a stop to trafficking. To do this they required details of the institutions and organizations that helped to rescue victims. To protect themselves from trafficking, they would keep a record of agents, including their photographs to keep track of them. To avoid trafficking in villages, girls in villages should be educated about human trafficking. There was no doubt about the legitimacy of the MTV channel in carrying socially relevant programs like human trafficking. However, they wanted the documentary to be shown in the Free to Air National Channel to benefit a large rural population, which did not have access to MTV. They believed MTV was a popular channel watched by most of at risk group, but limited to those in urban towns.

Indonesia (at risk, demand, former victims): The understanding about human trafficking was very limited across target groups and some only linked human trafficking with adopted babies and sex trafficking for prostitution. The attitude towards trafficking was a mix of denial, discrimination and apathy. It was clear that these attitudes fueled the problem in Indonesia's society. There was also a strong sense of discrimination towards women and some men might not really care about what happened to them, or at least they did not want to know. Demand groups did not feel they contributed to human trafficking as consumers and the link to cheap merchandise was difficult to comprehend even after seeing the documentary. Those at risk did not feel that they might be at risk to human trafficking because the work application was complete and paid for. There was a strong misconception that Saudi Arabia and Middle East might somehow be safe even though victims clearly had experienced otherwise. Some of the victims had to pay up front to get a job to the sponsors, so most did not feel like merchandise that could be sold at will by agents could be considered as trafficking. It represented another twist in the trafficking chain that victims did not fully understand. There was a need to specify the

manufacturers who used manpower from trafficked victims, because it was not clear to participants which companies were the source of the cheap products. With current cheap products from China entering Indonesia, most were unable to discern which ones used labor from human trafficking and which ones did not. Product labeling was also not that clear. The documentary had the potential to increase awareness about human trafficking and the impact it had on victims. So it should be seen by families in at risk regions in Indonesia, especially those that supplied large pools of migrant workers. Some of the migrant workers were pushed by the family to earn a living abroad. The documentary should be followed up by some below the line campaign activities to convince the people at risk to take a stand against human trafficking.

Philippines (at risk, demand, former victims): Prior to showing the documentary, the facts about human trafficking were still unclear and vague among most respondents. At risk group saw themselves unlikely to become victims of human trafficking; demand group held discriminatory attitudes and prejudice against the victims; victim group had no knowledge of human trafficking prior to being victimized. The challenge really was to make people more aware of the realities that surrounded human trafficking in order to have a mindset shift especially among demand respondents. It was also important to continuously remind at risk people that everyone was prone to trafficking and that it could be avoided with proper information and being more careful in finding work abroad. The documentary was seen as a good way of informing people about the dangers of human trafficking as it was very informative and credible, and because of MTV's involvement. It was also timely and able to address the growing concern brought about by human trafficking. The documentary provided good pointers on how a person could avoid being a victim and by illustrating the reality and totality of the human trafficking issue from the perspectives of the victims. There were key factors that drove a person to consider working

abroad and hastily accepted opportunities presented to him/her especially if it was backed up by words that promised an easy and fast route to a better life. The main root of these drivers was poverty which was manifested in people being uneducated, lack of local job opportunities, and worsening economic situation. MTV was viewed positively by being involved in this battle. However, the channel could only do so much by raising awareness of the issue through broadcast. There was a need to call on other agencies and institutions (government, NGOs) to support this campaign to ensure success and eradicate human trafficking.

Conclusion

The experience gained from the MTV EXIT Campaign provided lessons learned that could be useful for organizations trying to address the complex challenges of human trafficking through communications campaign. Due to the ambitious scope and size of the campaign, MTV approached and consulted with key stakeholders from the beginning to develop of key anti-trafficking messages that could fit under one signified theme of ‘End Exploitation and Trafficking’. In order to create a culturally relevant program, *Traffic* and *Sold* documentaries were produced for Asia Pacific and South Asia respectively. Each documentary contained narratives with stories told from the perspectives of victims, traffickers, law enforcers and social workers across different regions in Asia. The documentaries were versioned by local celebrities into local languages for different markets to appeal to local audiences.

The two documentaries were also evaluated to measure the effects after exposure. Online survey was employed to assess audience’s changes in knowledge, attitude and behavioral intention using the Mind-set Barometer as the measurement tool. Focus groups were also conducted to obtain deeper insights and analysis of the program’s effects on viewers. Designing

and implementing a rigorous outcome evaluation of key intervention activities of a media campaign is important to understand if the anti-trafficking efforts are indeed effective in increasing awareness and prevention of the issue. Only after campaign outcomes are measured should anti-trafficking campaigners be confident in making plans to replicate and extend the interventions in targeted communities.

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